

## CLAIMS

What is claimed is:

- 1 1. A system, comprising  
2 a receiver to receive a broadcast stream and recorded media; and  
3 a unit to compare a priority indicator in the broadcast stream and a priority  
4 indicator in the recorded media, the unit permitting insertion of the recorded media into  
5 the broadcast stream when the priority indicators in the recorded media are higher than in  
6 the broadcast stream and delaying insertion when the priority indicators in the recorded  
7 media are lower than in the broadcast stream.
- 1 2. The system of Claim 1 wherein the priority indicators are numbers, letters, or  
2 symbols in the broadcast stream and in the recorded media.
- 1 3. The system of Claim 1 wherein the recorded media and the broadcast stream are  
2 the same media.
- 1 4. The system of Claim 1 wherein the recorded media and the broadcast stream are  
2 different media.
- 1 5. The system of Claim 1 wherein an event triggers the recorded media insertion into  
2 the broadcast stream.

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1        6.        The system of Claim 5 wherein the event that triggers the recorded media  
2        insertion into the broadcast stream includes notification that an e-mail message has  
3        arrived.

1        7.        The system of Claim 1 wherein a signal that is needed to change the priority  
2        indicator of the media insertion is programmed by a time mark, the time mark  
3        synchronizing the recorded media insertion with the broadcast stream.

1        8.        The system of Claim 1 wherein the priority indicators are embedded into the  
2        broadcast stream using a pilot tone or watermark.

1     9.     The system of Claim 1 wherein the priority indicators are assigned to the recorded  
2     media insertions by a user of the system.

1     10.     The system of Claim 1 wherein the receiver is part of a television system or radio  
2     system.

1 ~~11.~~ A method of inserting recorded media into a broadcast stream, the method  
2 comprising:

3 transmitting a broadcast stream and recorded media to a receiver of a broadcast  
4 system, the broadcast stream and the recorded media containing one or more priority  
5 indicators;

6           comparing priority indicators in the broadcast stream with priority indicators in  
7   the recorded media; and

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8 inserting the recorded media into the broadcast stream when the priority  
9 indicators in the recorded media are higher than in the broadcast stream and delaying  
10 inserting the recorded media into the broadcast stream when the priority indicators in the  
11 recorded media are lower than in the broadcast stream.

1 12. The method of Claim 11 wherein the priority indicators are numbers, letters, or  
2 symbols in the broadcast stream and in the recorded media.

1 13. The method of Claim 11 wherein the recorded media and the broadcast stream are  
2 the same media.

1 14. The method of Claim 11 wherein the recorded media and the broadcast stream are  
2 different media.

1 15. The method of Claim 11 wherein an event triggers the recorded media insertion  
2 into the broadcast stream.

1 16. The method of Claim 15 wherein the event that triggers the recorded media  
2 insertion into the broadcast stream includes notification that an e-mail message has  
3 arrived.

1 17. The method of Claim 11 wherein a broadcaster may assign a plurality of priority  
2 indicators to different segments of a broadcast stream, the priority indicators embedded  
3 into the broadcast stream using a pilot tone or watermark.

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1 18. The method of Claim 11 wherein a broadcaster may assign a plurality of priority  
2 indicators to different segments of a broadcast stream based on a subdivision or  
3 geographic area, the plurality of priority indicators allowing broadcasters to sell  
4 advertising space for the particular subdivision or geographic area.

1 19. The method of Claim 11 wherein a signal used to change the priority indicator of  
2 the media insertion is programmed by a time mark, the time mark synchronizing the  
3 recorded media insertion with the broadcast stream.

1 ~~20.~~ A system, comprising:  
2 a server;  
3 a set-top box coupled to the server;  
4 a receiver in the set-top box to receive a broadcast stream and recorded media;  
5 a transmitter in the receiver to transmit the broadcast stream and the recorded  
6 media to a television receiver; and  
7 a unit in the set-top box to compare one or more priority indicators in the  
8 broadcast stream and in the recorded media, the unit permitting insertion of the recorded  
9 media into the broadcast stream when the priority indicators in the recorded media are  
10 higher than in the broadcast stream and delaying insertion when the priority indicators in  
11 the recorded media are lower than in the broadcast stream.

1 21. The system of Claim 20 wherein the priority indicators are numbers, letters, or  
2 symbols in the broadcast stream and in the recorded media.

1 22. The system of Claim 20 wherein the recorded media and the broadcast stream are  
2 the same media.

1 23. The system of Claim 20 wherein the recorded media and the broadcast stream are  
2 different media.

1 24. The system of Claim 20 wherein an event triggers the recorded media insertion  
2 into the broadcast stream.

1 25. The system of Claim 24 wherein the event that triggers the recorded media  
2 insertion into the broadcast stream includes notification that an e-mail message has  
3 arrived.

1 26. A machine-readable storage medium tangibly embodying a sequence of  
2 instructions executable by the machine to perform a method for inserting recorded media  
3 into a broadcast stream, the method comprising:

4 transmitting a broadcast stream and recorded media to a receiver of a broadcast  
5 system, the broadcast stream and the recorded media containing one or more priority  
6 indicators;

7 comparing priority indicators in the broadcast stream with priority indicators in  
8 the broadcast media; and

9 inserting the recorded media into the broadcast stream when the priority  
10 indicators in the recorded media are higher than in the broadcast stream and delaying  
11 inserting the recorded media into the broadcast stream when the priority indicators in the  
12 recorded media are lower than in the broadcast stream.

1 27. The machine-readable storage medium of Claim 26 wherein the priority indicators  
2 are numbers, letters, or symbols in the broadcast stream and in the recorded media.

1 28. The machine-readable storage medium of Claim 26 wherein the recorded media  
2 and the broadcast stream are the same media.

1 29. The machine-readable storage medium of Claim 26 wherein the recorded media  
2 and the broadcast stream are different media.

1 30. The machine-readable storage medium of Claim 26 wherein an event triggers the  
2 recorded media insertion into the broadcast stream.

1 31. The machine-readable storage medium of Claim 30 wherein the event that  
2 triggers the recorded media insertion into the broadcast stream includes notification that  
3 an e-mail message has arrived.

1 32. The machine-readable storage medium of Claim 26 wherein a broadcaster may  
2 assign a plurality of priority indicators to different segments of a broadcast stream, the  
3 priority indicators embedded into the broadcast stream using a pilot tone or watermark.

1 33. The machine-readable storage medium of Claim 26 wherein a broadcaster may  
2 assign a plurality of priority indicators to different segments of a broadcast stream based  
3 on a subdivision or geographic area, the plurality of priority indicators allowing  
4 broadcasters to sell advertising space for the particular subdivision or geographic area.

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1 34. The machine-readable storage medium of Claim 26 wherein the priority indicators  
2 are assigned to the recorded media insertions by a user of the system.

1 35. The machine-readable storage medium of Claim 26 wherein a signal used to  
2 change the priority indicator of the media insertion is programmed by a time mark, the  
3 time mark synchronizing the recorded media insertion with the broadcast stream.

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